

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

X 19/2/50

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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february

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march

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april

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may

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november

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december

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u>  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                   | <u>WHERE</u>                              |
|--|--|-----------------------------------|---|
| <u>WEEK BEGINNING MONDAY, OCTOBER 2, 1950</u>            |  |                                   |   |
| Now<br>Going<br>On                                       | PRESENTATION OF<br>HOLIDAY COLLECTION<br>Showing of Nali-Bee daytime cottons for Holiday in woven and plain fabrics, at continuous daily showings, to press and trade. Contact: Marian Ostroff, PE. 6-5520.  | NALI-BEE<br>(H. & J. NALIBOTSKY)  | 1350 BROADWAY<br>SHOWROOM-16TH FLOOR      |
| Monday<br>Oct. 2<br>12:00 Noon<br>Luncheon               | PRESS SHOWING OF<br>RESORT COLLECTION<br>Ann Sadowsky & Eta, Inc. will present a brief showing of the highlights of the Resort collection designed by Eta, at a luncheon for the press. Attendance by invitation only. Showings to the trade, beginning <u>Tuesday, Oct. 3 at 10:30 A.M.</u> ; and daily thereafter at 2:30 P.M., by appointment. Publicity: Mildred Kaldor, MU. 9-5420. | ANN SADOWSKY & ETA, INC.          | 498 SEVENTH AVENUE<br>SHOWROOM-11TH FLOOR |
| Monday<br>Oct. 2<br>1:00 P.M.<br>Luncheon                | PRESENTATION OF FALL<br>MILLINERY AT LUNCHEON<br>Laddie Northridge will present his Fall and Holiday millinery collection. during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Northridge Publicity: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | LADDIE NORTHRIDGE                 | HOTEL PLAZA<br>PERSIAN ROOM               |
| Monday<br>Oct. 2-<br>Oct. 6<br>2:00 P.M.-<br>6:00 P.M.   | TRADE SHOWINGS: WINTER &<br>FLORIDA COLLECTIONS<br>Helen de Huene's original collections of dresses, suits and coats for Winter and Florida at daily showings for the trade, from 2:00 P.M. to 6:00 P.M. Contact: EL. 5-1337.  | HELEN de HUENE                    | 21 EAST 57TH STREET<br>SALON              |
| Beginning<br>Monday<br>Oct. 2<br>2:30 P.M.               | TRADE SHOWINGS OF<br>RESORT COLLECTION<br>Trade showings of the Christian Dior-New York Resort collection, at 2:30 P.M., beginning Monday, Oct. 2. Attendance by invitation only.  | CHRISTIAN DIOR-<br>NEW YORK, INC. | 730 FIFTH AVENUE<br>SALON-7TH FLOOR       |
| Monday<br>Oct. 2<br>2:30 P.M.                            | PREVIEW: PALM BEACH<br>AND SPRING COLLECTION<br>Anna Miller will present the Palm Beach and early Spring collection to the press. Attendance by invitation only. Trade showings, beginning <u>Tuesday, Oct. 3 at 2:30 P.M.</u> , and daily thereafter. Contact: Dorothy Lambert at Anna Miller, CH. 4-3966.  | ANNA MILLER & CO.                 | 498 SEVENTH AVENUE<br>SHOWROOM-17TH FLOOR |
| Monday<br>Oct. 2<br>5:00 P.M.-<br>7:00 P.M.<br>Cocktails | PRESS PREVIEW OF<br>NEW ART GALLERY<br>Helena Rubinstein will invite the press to a cocktail party and the opening of a new art gallery in her home. Attendance by invitation only. Publicity: Amy Blaisdell, EL. 5-2100.  | HELENA RUBINSTEIN                 | 625 PARK AVENUE<br>(HOME)                 |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                  | <u>WHERE</u>                             |
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| Monday<br>Oct. 2<br>7:30 P.M.-<br>9:30 P.M.    | SECOND SESSION OF<br>FASHION TRAINING COURSE<br>Subject: "Fabric Styling"--Cottons, Synthetics, Woolens.<br>Pauline Alper, Burlington Mills; Marcelle Feybusch, D.B. Fuller & Co.;<br>Jeanne Pierre, A.D. Juilliard & Co. Contact: The Fashion Group, CI.7-3940.  | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | CARL FISCHER HALL<br>165 WEST 57TH ST.   |
| Tuesday<br>Oct. 3<br>11:00 A.M.                | PRESS SHOWING OF<br>FALL & WINTER FURS<br>Press preview of Bergdorf Goodman's collection of furs for Fall and<br>Winter. By invitation only. Publ.: Florence Neff, PL. 3-7300.  | BERGDORF GOODMAN                                 | 2ND FLOOR                                |
| Tuesday<br>Oct. 3<br>1:00 P.M.<br>Luncheon     | LUNCHEON SHOWING<br>OF FALL FASHIONS<br>Showing of daytime, afternoon and evening costumes for Fall. Press by<br>invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Callot<br>Soeurs Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity:<br>Marion Morrison, MU. 8-3000.                                      | CALLOT SOEURS<br>(42 EAST 57TH ST.)              | RITZ-CARLTON HOTEL<br>OVAL ROOM          |
| Wednesday<br>Oct. 4<br>10:30 A.M.<br>Breakfast | SHOWING OF HOLIDAY<br>MILLINERY COLLECTION<br>Press preview of Holiday millinery by Walter Florell. Attendance by<br>invitation only. Publicity: Mildred Kaldor, MU. 9-5420.  | WALTER FLORELL                                   | 29 EAST 53RD STREET<br>SALON             |
| Wednesday<br>Oct. 4<br>12:45 P.M.<br>Luncheon  | FALL SHOE FASHIONS<br>AT LUNCHEON SHOWING<br>J. & J. Slater will present Fall shoe fashions. Press by invitation.<br>Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater<br>Contact: Kathleen Low, PL. 9-4805. Pierre Fashion Director-Commentator:<br>Nola Luxford, TE. 8-8000.   | J. & J. SLATER                                   | HOTEL PIERRE<br>COTILLION ROOM           |
| Wednesday<br>Oct. 4<br>1:00 P.M.<br>Luncheon   | MILLINERY SHOWING<br>DURING LUNCHEON<br>Irene of New York will present her custom-made collection of hats during<br>luncheon. Press by invitation. Public by reservation; contact "Albert",<br>headwaiter, EL. 5-3000. Irene Publicity: Nona James, CH. 4-7658.<br>Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000. | IRENE OF NEW YORK                                | WALDORF-ASTORIA<br>SERT ROOM             |
| Thursday<br>Oct. 5<br>10:30 A.M.               | PRESS PREVIEW: RESORT<br>AND SPRING COLLECTION<br>The Resort and Spring collection, designed by Esther Reifer for Surrey<br>Classics, will be presented to the press. Attendance by invitation only.<br>Publicity: Ruth Hammer Associates, EL. 5-7108.  | SURREY CLASSICS                                  | 498 SEVENTH AVENUE<br>SHOWROOM-4TH FLOOR |
| Thursday<br>Oct. 5<br>11:00 A.M.<br>Luncheon   | RESORT & ADVANCE<br>SPRING COLLECTION<br>Presentation to the press of Hannah Troy's Resort and Advance Spring<br>collection. By invitation. Publ.: Gladys Steiner, MU. 9-1630.  | HANNAH TROY, INC.                                | HAMPSHIRE HOUSE<br>COTTAGE               |
| Thursday<br>Oct. 5<br>12:45 P.M.<br>Luncheon   | SPECIAL SHOWING: MEN'S<br>AND WOMEN'S FASHIONS<br>"Mr. and Mrs. Fashion"--a special showing of Fall and Winter fashions for<br>men and women. Press by invitation. Public by reservation; contact:<br>Francois, TE. 8-8000. Publ.: Richard Bernstein, PL. 8-1703. Pierre<br>Fashion Director-Commentator: Nola Luxford, TE. 8-8000.       | THE FASHION AUTHORITY<br>FOR THE AMERICAN MALE   | HOTEL PIERRE<br>COTILLION ROOM           |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                  | <u>WHERE</u>                             |
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| Thursday<br>Oct. 5<br>1:00 P.M.<br>Luncheon                | LUNCHEON SHOWING<br>OF FALL FASHIONS<br>Presentation of Stein & Blaine's coats, suits and dresses for Fall.<br>Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176.<br>Stein & Blaine Publicity: Betty Greenberg, PL. 3-7700. Show Commentator<br>and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | STEIN & BLAINE, INC.             | HOTEL PLAZA<br>PERSIAN ROOM              |
| Thursday<br>Oct. 5<br>3:00 P.M.-<br>7:00 P.M.<br>Cocktails | FASHION, MERCHANDISE<br>AND FOOD DISPLAYS<br>The press, trade and manufacturers will be invited by Capp Enterprises to<br>a presentation of fashion, merchandise and food displays, associated with<br>the "Li'l Abner" comic strip and John Wayne, the Western movie star.<br>There will be a discussion of promotion and publicity plans for the coming<br>year. Special Guest: Al Capp. Attendance by invitation. Contact: Gladys<br>Murray, MU. 7-6930. | CAPP ENTERPRISES, INC.           | HOTEL SHELburne<br>LEX.AVE. & 37TH ST.   |
| Thursday<br>Oct. 5<br>4:00 P.M.<br>Cocktails               | PRESS PREVIEW OF<br>RESORT COLLECTION<br>Arrowhead will present the Resort collection of sportswear at a preview<br>for the press. Attendance by invitation only. Trade showings, beginning<br>Monday, Oct. 9 at 10:00 A.M. Contact: Margaret Shelley, LA. 4-0111.  | ARROWHEAD PLAYCLOTHES            | 550 SEVENTH AVENUE<br>SHOWROOM-2ND FLOOR |
| Thursday<br>Oct. 5<br>4:00 P.M.<br>Cocktails               | FALL FASHION<br>PRESENTATION<br>Boue Soeurs will present Fall dresses, afternoon and evening gowns,<br>designed by Baroness D'Etreillis; also hats and furs. Press by<br>invitation. Contact: Henry Gedal, PL. 3-8270.  | BOUE SOEURS<br>(9 EAST 54TH ST.) | HOTEL PIERRE<br>COTILLION ROOM           |
| Thursday<br>Oct. 5<br>5:45 P.M.<br>Cocktails               | PRESS PREVIEW OF<br>CEIL CHAPMAN DESIGN<br>Preview of "Belles On Their Toes" dress, designed by Ceil Chapman, and<br>inspired by book of the same name by Ernestine Carey and Frank Gilbreth.<br>By invitation only. Publicity: Elaine Kanners, JU. 6-1000.   | JAY THORPE                       | 4TH FLOOR                                |
| Thursday<br>Oct. 5<br>7:30 P.M.                            | FASHION PUBLICITY<br>WORKSHOP COURSE<br>Second Session: "Discussion of Media in Publicity That Reaches The Woman<br>Consumer"--newspapers, magazines, syndicates and trade press. Speaker:<br>Dorothy O'Neill, New York Times, assistant fashion editor. Director:<br>Ellen Lind. Fee: \$20.00. Individual session: \$2.50. Contact:<br>Promotions, 1068 Second Ave., MU. 8-1837.   | PROMOTIONS                       | HOTEL DELMONICO<br>PARK AVE.& 59TH ST.   |
| Friday<br>Oct. 6<br>2:30 P.M.                              | PRESS PREVIEW: RESORT<br>AND SPRING COLLECTION<br>Max Milstein will present his Cruise and early Spring collection of coats<br>and suits at a press showing. By invitation only. Daily trade showings<br>thereafter at 10 A.M., 1:30 P.M., 3:30 P.M. Contact: Miss Layne, WI.7-4223.  | MAX MILSTEIN, INC.               | 230 WEST 39TH ST.<br>SHOWROOM-9TH FLOOR  |
| Monday<br>Oct. 9<br>10:00 A.M.<br>Breakfast                | PREVIEW OF RESORT<br>SPORTSWEAR LINE<br>Serbin will present the Resort and Spring collection of sportswear, de-<br>signed by Claire Smith, at a breakfast preview for the press. Attendance<br>by invitation only. Showing to the trade, <u>Tuesday, Oct. 10 at 3:30 P.M.</u><br>followed by cocktails. Daily showings thereafter. Contact: Muriel Ryan,<br>BR. 9-9568.   | SERBIN, INC.                     | 1384 BROADWAY<br>SHOWROOM-20TH FLOOR     |



| <u>DATE</u>                     | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                          | <u>WHERE</u>                              |
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| Beginning Monday                | OPENING OF RESORT COLLECTION   | CAROLYN SCHNURER                         | 1410 BROADWAY<br>SHOWROOM-23RD FLOOR      |
| Oct. 9                          | Daily showings of Carolyn Schnurer's Resort collection will be presented 12:30 P.M.; to the trade and press at 12:30 P.M. (box luncheon) and 3:00 P.M. For 3:30 P.M. appointment contact: Lee Walker, CH. 4-4587.  |  |   |
| Monday Oct. 9                   | FALL MILLINERY AT LUNCHEON SHOW  | EVE TARTAR<br>(750 MADISON AVE.)         | HOTEL PLAZA<br>PERSIAN ROOM               |
| 1:00 P.M. Luncheon              | Eve Tartar will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Tartar Contact: TR. 9-3355. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.  |  |   |
| Monday Oct. 9                   | PRESS PREVIEW: SPRING AND RESORT COLLECTION  | ADLER & ADLER                            | 550 SEVENTH AVENUE<br>SHOWROOM-20TH FLOOR |
| 2:30 P.M.                       | Preview of Adler and Adler's Spring and Resort collection, designed by Bonnie Cashin. By invitation. Publ.: Ruth Hammer Associates, EL. 5-7108.  |  |   |
| Monday Oct. 9                   | PRESS PREVIEW: TWO RESORT COLLECTIONS  | FRANCES SIDER, INC.;<br>SUNCLOTHES, INC. | 1407 BROADWAY<br>SHOWROOM-14TH FLOOR      |
| 4:00 P.M. Cocktails             | Fashion show and cocktail party for the press to inaugurate Frances Sider's new showroom. Presentation of two new Resort collections of "Seasiders"; and introduction of the "Body", a new foundation. Attendance by invitation only. Daily trade showings at 10:30 A.M. and 2:30 P.M., beginning <u>Tuesday, Oct. 10</u> . Publicity: Viola Shefer, PL. 3-3173. |  |   |
| Beginning Monday Oct. 9-April 9 | ANNUAL SURVEY OF ADVERTISING COURSE  | ADVERTISING WOMEN<br>OF NEW YORK, INC.   | WALDORF-ASTORIA<br>ASTOR GALLERY          |
| 7:00 P.M.                       | Twenty-second Survey of Advertising Course, with 24 Monday evening lectures by leading advertising executives. Fee for course: \$15.00. Contact: Advertising Women, 1233 Avenue of Americas, CI. 5-4149.   |  |   |

OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD

MONDAY, OCT. 9

Sport-Craft, Inc. 2:30 P.M. on Oct. 9 . . . . . 550 7th, LA. 4-9724.  
Thereafter, at 10:30 A.M. and 2:30 P.M.

Star-Maid Dresses 10:30 A.M. and 2:30 P.M. daily. . . . . 498 7th, PE. 6-0444.

TUESDAY, OCT. 10

Adler & Adler, Inc. 10:30 A.M. daily. . . . . 550 7th, CH. 4-6630.

Kane-Weill 10:30 A.M. and 2:30 P.M. daily. . . . . 498 7th, LO. 5-3041.

WEDNESDAY, OCT. 11

Davidow 10:30 A.M. daily. . . . . 550 7th, PE. 6-6909.

David M. Goodstein 10:30 A.M. and 2:30 P.M. daily. . . . . 550 7th, LA. 4-2577.

Mutual-Rosenbloom Co. 10:30 A.M. and 2:30 P.M. daily. . . . . 498 7th, CH. 4-6221.

THURSDAY, OCT. 12

Charles W. Nudelman 10:30 A.M. and 2:30 P.M. on Oct. 12 . . 550 7th, LA. 4-1254.  
Thereafter, at 10:30 A.M. daily . .

Zoltan Rosenberg Co. 2:30 P.M. daily . . . . . 550 7th, LA. 4-6691.

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| Tuesday Oct. 10     | PRESS SHOWING OF HOLIDAY COLLECTION  | DEL MAR SPORTSWEAR | 498 SEVENTH AVENUE<br>SHOWROOM-8TH FLOOR |
| 11:00 A.M. Luncheon | Presentation to the press of the Holiday collection designed by Clifford for del Mar. Show will be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420. |                    |  |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                        | <u>WHERE</u>                                |
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| Tuesday<br>Oct. 10<br>11:00 A.M.;<br>2:00 P.M. | OPENING OF RESORT &<br>SPRING COLLECTIONS<br>Henry Rosenfeld will present the Resort and early Spring collection of dresses and suits at 11:00 A.M. and 2:00 P.M. daily. Contact: Shirley Perces or Sally Sober, LO. 5-0400.  | HENRY ROSENFELD                        | 498 SEVENTH AVENUE<br>SHOWROOM-2ND FLOOR    |
| Tuesday<br>Oct. 10<br>1:00 P.M.<br>Luncheon    | FALL AND WINTER<br>FASHION SHOW<br>Presentation of Fall and Winter custom-order and ready-to-wear originals by Jonai during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Jonai Contact: PL. 5-3500. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.  | JONAI, INC.<br>(408 PARK AVENUE)       | RITZ-CARLTON HOTEL<br>OVAL ROOM             |
| Tuesday<br>Oct. 10<br>2:30 P.M.                | PREVIEW OF RESORT AND<br>CRUISE COLLECTION<br>The Resort and Cruise collection of casual dresses and ensembles, play-clothes and beachwear, designed by Brigance, will be presented to the press by Charles W. Nudelman, Inc. Attendance by invitation only. Trade showings <u>Thursday, Oct. 12 at 10:30 A.M. and 2:30 P.M.</u> ; thereafter at 10:30 A.M. daily. Publicity: Gilbert Victor, LA. 4-1254.   | CHARLES W. NUDELMAN                    | 550 SEVENTH AVENUE<br>SHOWROOM-16TH FLOOR   |
| Wednesday<br>Oct. 11<br>12:45 P.M.<br>Luncheon | SHOWING OF FALL<br>FASHIONS AT LUNCHEON<br>"Designed For Living"--a showing of coordinated Fall fashions by Harriette Harra, John Norman and Hannah Troy, Inc. Men's furnishings by Budd, Ltd. Fabrics by Scalamandre. Table Settings by Carole Stupell. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.  | SPECIALTY SHOPS                        | HOTEL PIERRE<br>COTILLION ROOM              |
| Wednesday<br>Oct. 11<br>1:00 P.M.<br>Luncheon  | FALL FASHIONS<br>AT LUNCHEON SHOW<br>Presentation of Russeks Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.   | RUSSEKS FIFTH AVENUE                   | WALDORF-ASTORIA<br>SERT ROOM                |
| Wednesday<br>Oct. 11<br>2:15 P.M.              | PRESS SHOWING OF<br>RESORT COLLECTION<br>Press preview of the Resort and Spring collection of rainwear, designed by Adele Lawrence, for Lawrence of London. Attendance by invitation only. Contact: Norman J. Lawrence, CH. 4-3815.   | LAWRENCE OF LONDON                     | 239 WEST 39TH STREET<br>SHOWROOM-11TH FLOOR |
| Wednesday<br>Oct. 11<br>3:30 P.M.<br>Cocktails | PRESS PREVIEW: 1951<br>SEAMOLDS SWIM SUITS<br>Preview of 1951 collection of Seamolds, "the swimwuits with Foundation Fit". By invitation only. Publicity: Sandra Kahn, MU. 9-2100.  | FLEXEES, INC.                          | 417 FIFTH AVENUE<br>SHOWROOM-6TH FLOOR      |
| Wednesday<br>Oct. 11<br>4:30 P.M.<br>Cocktails | PRIVATE SHOWING<br>FOR FASHION PRESS<br>The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating at 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen showroom, 475 Fifth Avenue, beginning Thursday, Oct. 12 at 10:30 A.M. and 2:30 P.M.) Publicity: Isabelle Crawford, MU. 3-9560. | THE McMULLEN CO.<br>(475 FIFTH AVENUE) | HOTEL PLAZA<br>BALLROOM                     |



| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                | <u>WHERE</u>                              |
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| Thursday<br>Oct. 12<br>1:00 P.M.<br>Luncheon  | PRESENTATION OF<br>FALL FASHIONS<br>Razook's will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Publ., and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | RAZOOK'S INC.<br>(HOTEL PLAZA)                 | HOTEL PLAZA<br>TERRACE ROOM               |
| Thursday<br>Oct. 12<br>4:00 P.M.              | RESORT AND HOLIDAY<br>COLLECTION FOR PRESS<br>Press preview of Sam Friedlander's Resort and Holiday collection. By invitation only. Daily trade showings, beginning <u>Friday, Oct. 13 through Oct. 20 at 4:00 P.M.</u> Publicity: Joanne Jaap, PE. 6-2663.  | SAM FRIEDLANDER, INC.                          | 530 SEVENTH AVENUE<br>SHOWROOM-25TH FLOOR |
| Thursday<br>Oct. 12<br>9:00 P.M.<br>Supper    | AMERICAN FASHION<br>CRITICS' AWARD<br>Coty will present the Eighth Annual American Fashion Critics' Award for excellence in the field of Fashion Design, at a fashion show and supper. Tickets: \$15.00, now available at American Fashion Critics' Award-Children's Memorial Cancer Fund Office, 730 Fifth Avenue. Publicity: Eleanor Lambert, MU. 8-2130.  | COTY, INC.                                     | WALDORF-ASTORIA<br>GRAND BALLROOM         |
| Friday<br>Oct. 13<br>10:00 A.M.-<br>4:00 P.M. | "WORLD OF SILK"<br>EXHIBIT OF TEXTILES<br>A survey of about 400 examples of silk makers' art. Press preview, Friday, Oct. 13. ( <u>Note Change of Date</u> ). Members of the World Silk Congress and their guests will be invited to preview the exhibit on <u>Wed., Oct. 18, 5:00 P.M. to 7:00 P.M.</u> ; Members Private Preview on <u>Thurs., Oct. 19, 8:30 P.M. to 11:00 P.M.</u> Open to public, <u>Fri., Oct. 20 through Dec. 3.</u> World of Silk Congress Publicity Director: Eleanor Lambert, MU. 8-2130. Metropolitan Museum Publicity: Lillian Green, TR. 9-5500. | METROPOLITAN MUSEUM<br>OF ART                  | 82ND ST. & 5TH AVE.<br>COSTUME INSTITUTE  |
| Friday<br>Oct. 13<br>11:00 A.M.               | RESORT, TRAVEL AND<br>SPRING COLLECTION<br>The press will be invited to a showing of the Resort, Travel and Spring collection by B.H. Wragge. By invitation. Contact: Molly Porter, WI. 7-4968.  | B. H. WRAGGE                                   | 550 SEVENTH AVENUE<br>SHOWROOM-9TH FLOOR  |
| Saturday<br>Oct. 14<br>2:30 P.M.              | SHOWING OF CAREER<br>GIRL FASHIONS<br>Namm's will present a collection of fashions for career girls at work and at play. Members of Career Girl Fashion Board will serve as models. Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700, Ext. 76.  | NAMM'S   | 2ND FLOOR                                 |
| Monday<br>Oct. 16<br>1:00 P.M.<br>Luncheon    | LUNCHEON FASHION<br>PRESENTATION<br>Fashions for Fall will be presented by the Sport and Travel Shop during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Sport and Travel Publicity, and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | SPORT AND TRAVEL, INC.<br>(511 MADISON AVENUE) | HOTEL PLAZA<br>PERSIAN ROOM               |
| Monday<br>Oct. 16<br>4:00 P.M.                | PRESS PREVIEW OF<br>CRUISE COLLECTION<br>Katja of Sweden will invite the press to preview her Cruise collection of popular-priced separates for sports and evening wear. Attendance by invitation only. Open house for the trade on <u>Tuesday, Oct. 17.</u> Publicity: Rasponi Associates, TE. 8-8171.  | KATJA OF SWEDEN                                | 1384 BROADWAY<br>SHOWROOM-22ND FLOOR      |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                  | <u>WHERE</u>                          |
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| Monday<br>Oct. 16-<br>Oct. 20                  | PREVIEW OF COTTON<br>PLAYCLOTHES<br>White Stag will present a showing of Resort and Spring cotton playclothes in six different fabric ranges. Showings at 10:30 A.M. and 2:30 P.M., in the new showroom, during the week of Oct. 16. Contact: Lou Gale or Gloria Gelfand, BR. 9-1974.   | WHITE STAG MFG. CO.<br>(PORTLAND, OREGON)        | 1407 BROADWAY<br>SHOWROOM-34TH FLOOR  |
| Beginning<br>Monday<br>Oct. 16-<br>Oct. 21     | ANNUAL NATIONAL<br>POSTURE WEEK<br>The twelfth annual observance of National Posture Week. Contact: The Samuel Higby Camp Institute for Better Posture, CH. 4-5798.   | S.H. CAMP & COMPANY<br>(JACKSON, MICHIGAN)       | THROUGHOUT<br>THE COUNTRY             |
| Tuesday<br>Oct. 17<br>12:15 P.M.<br>Luncheon   | FABRICS DIVISION<br>LUNCHEON MEETING<br>"Fabrics--What's Ahead" . . . For Cotton? W.J. Fullerton, Director, Fabric Development, Dan River Mills; For Nylon-Orlon-Rayon? Donald B. Tansill, Vice President, Burlington Mills; For Silk? R. Stewart Kilborne, Jr., President, William Skinner & Sons; For Wool? Martin C. Dubman, President, Miron Mills. Spring 1950 Fabrics Report By Keene Lamborn, Fashion Coordinator, Pacific Mills, and Chairman, Fabrics Division of Fashion Group Exhibit of Spring fabrics, selected by the Fabrics Committee, and arranged by Tom Lee. Price (including tax and tip): \$4.25 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ASTOR<br>BALLROOM               |
| Tuesday<br>Oct. 17<br>1:00 P.M.<br>Luncheon    | MILLINERY COLLECTION<br>AT LUNCHEON SHOW<br>"Headlines"--Peg Fischer's hats for Autumn, Resort, Theatre and Winter will be presented during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publ.: Marion Morrison, MU. 8-3000.  | PEG FISCHER                                      | RITZ-CARLTON HOTEL<br>OVAL ROOM       |
| Tuesday<br>Oct. 17<br>1:00 P.M.<br>Luncheon    | FASHION SHOW AT<br>BENEFIT LUNCHEON<br>Showing of Fall fashions by Trigere and furs by Maximilian at a benefit luncheon for N.Y.C. Mission Society. Admission \$5.00, with rummage; otherwise, \$7.50. Publ.: Adele Brown or Dorothy Wentworth King, GR. 5-6070.  | BENEFIT N.Y. CITY<br>MISSION SOCIETY             | HOTEL AMBASSADOR<br>GARDEN RESTAURANT |
| Tuesday<br>Oct. 17<br>4:00 P.M.<br>Cocktails   | PREVIEW: CALIFORNIA<br>SPORTSWEAR FASHIONS<br>First New York showing of M.R. Fleischman's casual California sportswear. Attendance by invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.   | M.R. FLEISCHMAN & CO.                            | STORK CLUB<br>3 EAST 53RD STREET      |
| Wednesday<br>Oct. 18<br>9:45 A.M.<br>Breakfast | PREVIEW OF "FLAME"<br>NEW HAIR COLOR<br>"Fashions In Flame"--press showing of the new "Miss Clairol" hair color. Hairstyles--Ferrantelle at Bergdorf Goodman. Dresses--Ceil Chapman. Jewelry--Coro. Attendance by invitation only. Publ.: Jack Shor, OR. 5-0700.  | CLAIROL, INC.                                    | 510 SIXTH AVENUE<br>4TH FLOOR         |
| Wednesday<br>Oct. 18<br>12:30 P.M.<br>Luncheon | "DIAMONDS U.S.A."<br>DIAMOND FASHIONS 1951<br>The third nationwide showing of diamonds will be presented at a luncheon for the fashion press. By invitation only. Publicity: Jean Shanley, CI. 6-0200.  | N.W. AYER & SON, INC.                            | HOTEL PLAZA<br>GRAND BALLROOM         |



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| Wednesday<br>Oct. 18<br>12:45 P.M.<br>Luncheon | FALL FASHIONS DURING<br>LUNCHEON SHOWING<br>"Talk Of The Town"--presentation of fashions for Fall by Specialty Shops during luncheon. Gowns--Betty-Lynn Modes, Inc. Shoes--Nancy Haggerty. Hats--Mme. Agnes, Inc. Furs--Sprei Freres, Inc. Hairstyles--Paschkes. Coordinator: Rosalyn Bader. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.  | SPECIALTY SHOPS                              | HOTEL PIERRE<br>COTILLION ROOM             |
| Wednesday<br>Oct. 18<br>1:00 P.M.<br>Luncheon  | FALL FUR FASHIONS<br>AT LUNCHEON SHOW<br>Dein-Bacher will present Fall fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.  | DEIN-BACHER OF<br>THE WALDORF                | WALDORF-ASTORIA<br>SERT ROOM               |
| Thursday<br>Oct. 19<br>12:15 P.M.<br>Luncheon  | "WORLD OF SILK"<br>FASHION SHOW<br>"The World of Silk" fashion show and luncheon, sponsored by the International Silk Association, for benefit of the United Nations International Children's Emergency Fund, will feature a presentation of silk fashions for Holiday and Resort wear by America's leading designers. Theatre-in-the-round fashion show staged by Lester Gaba; exhibits of textiles for home furnishings and decorations will be displayed. Tickets: \$25.00; contact: Miss Weatherby, MU. 8-1350. Publicity: Eleanor Lambert, MU. 8-2130. | INTERNATIONAL SILK<br>ASSOCIATION - U.S.A.   | WALDORF-ASTORIA<br>GRAND BALLROOM          |
| Thursday<br>Oct. 19<br>1:00 P.M.<br>Luncheon   | FASHIONS FOR FALL<br>AT LUNCHEON SHOW<br>Phillippa MacDonald will present a collection of gowns for Fall during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. MacDonald Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | PHILLIPPA MacDONALD<br>(19 WEST 57TH STREET) | HOTEL PLAZA<br>TERRACE ROOM                |
| Monday<br>Oct. 23<br>12:45 P.M.<br>Luncheon    | GLOVE DISCUSSION:<br>"LUNCHEON AT SARDI'S"<br>The Third Annual Glove Week will have as its theme "Hand In Glove With Fashion" and promotions will begin with an informal round-robin discussion by fashion designers on Bill Slater's radio show, "Luncheon At Sardi's". Attendance by invitation only. Publicity: Hugh Benson or Henry Leeds, Blaine-Thompson Co., LO. 4-0800.   | NATIONAL GLOVE GROUP                         | SARDI'S RESTAURANT<br>234 WEST 44TH STREET |
| Tuesday<br>Oct. 24<br>1:00 P.M.<br>Luncheon    | LUNCHEON FASHION<br>PRESENTATION<br>Showing of daytime and evening fashions for Fall. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Publicity: Marion Morrison, MU. 8-3000.   | SADA SACKS, INC.<br>(671 MADISON AVE.)       | RITZ-CARLTON HOTEL<br>OVAL ROOM            |
| Wednesday<br>Oct. 25<br>12:45 P.M.<br>Luncheon | "CHARM UNLIMITED"<br>FUR FASHION SHOW<br>The House of Aronowicz will present fur styles for Fall during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Aronowicz Contact; PL. 3-2698. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.  | HOUSE OF ARONOWICZ<br>(19 WEST 57TH STREET)  | HOTEL PIERRE<br>COTILLION ROOM             |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                | <u>WHERE</u>                              |
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| Thursday<br>Oct. 26<br>1:00 P.M.<br>Luncheon             | SHOWING OF FALL<br>FASHIONS AT LUNCHEON<br>Presentation of Mimi Tuthill's collection of Fall dresses and gowns.<br>Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Tuthill Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | MIMI TUTHILL, INC.<br>(50 EAST 50TH ST.)       | HOTEL PLAZA<br>TERRACE ROOM               |
| Saturday<br>Oct. 28<br>2:30 P.M.                         | SHOWING OF<br>TEEN-AGE FASHIONS<br>A presentation of teen-age fashions, featuring popular-priced school and date fashions. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700, Ext. 76.   | NAMM'S   | 2ND FLOOR                                 |
| Tuesday<br>Oct. 31<br>1:00 P.M.<br>Luncheon              | SHOWING OF FURS<br>AT LUNCHEON<br>Hollander's "Cycle of Color", a presentation of furs from the new collections. Furs by Bergdorf Goodman, Dein-Bacher of the Waldorf, Esther Dorothy, Gunther Jaeckel, Henri Bendel, Jay Thorpe, Maximilian, Revillon Freres, Saks Fifth Avenue, Stein and Blaine, B. Weinstein. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Hollander Publicity: Rosemary Sheehan, CI. 7-8060. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000. | A. HOLLANDER & SON                             | RITZ-CARLTON HOTEL<br>OVAL ROOM           |
| Tuesday<br>Oct. 31-<br>Nov. 3<br>2:30 P.M.;<br>8:45 P.M. | NINTH EDITION OF<br>"FASHIONS OF THE TIMES"<br>The New York Times will present its Ninth Annual Fashion Show, "Fashions of the Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Ivan Veit, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.  | NEW YORK TIMES                                 | TIMES HALL<br>240 W. 44TH STREET          |
| Tuesday<br>Oct. 31-<br>Nov. 7                            | SIXTY-SECOND ANNUAL<br>NATIONAL HORSE SHOW<br>Eight evening and eight matinee performances of the 62nd National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices (including tax): Evenings--\$1.50-\$6.00; Matinees--\$1.50-\$3.50. Publicity: Carol Berman, Elser and Cothran, MU. 7-5490.  | NATIONAL HORSE SHOW<br>ASS'N. OF AMERICA, LTD. | MADISON SQ. GARDEN<br>8TH AVE. & 50TH ST. |

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| Beginning<br>Thursday<br>Nov. 9 | SPRING OPENINGS<br>OF FOGA<br>The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in June). Guild members who will present their lines include:<br>LARRY L. ALDRICH CO.<br>HANSEN BANG, INC.<br>BEN BARRACK, INC.<br>WILLIAM BASS DRESS CO.<br>CAPRI FROCKS, INC.<br>DEITSCH, WERSBA & COPPOLA<br>ELFREDA, INC.<br>BEN J. GAM, INC.<br>ED GERRICK, INC.<br>A. GOODMAN & CO., INC.<br>Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. | FASHION ORIGINATORS'<br>GUILD OF AMERICA, INC.<br>GRABOIS<br>FRED GREENBERG DRESS<br>JOSEPH HALPERT, INC.<br>HORWITZ & DUBERMAN, INC.<br>INTERNATIONAL DRESS CO.<br>JUNIOR LEAGUE FROCKS<br>NAT KAPLAN, INC.<br>CHARLES LANG, INC.<br>DAVID LEVINE CO.<br>NATHAN-STRONG, INC. | INDIVIDUAL NEW YORK<br>SHOWROOMS<br>PAUL PARNES CORP.<br>PARNIS-LIVINGSTON<br>BEN REIG, INC.<br>RUDOLF GOWNS<br>MARTIN SIMON, INC.<br>ADELE SIMPSON, INC.<br>HERBERT SONDHEIM<br>FRANK STARR, INC.<br>SUZANNE-AUGUSTINE<br>HANNAH TROY, INC. |
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MOVIES...MUSIC...TELEVISION...THEATRE

- Tuesday  
Oct. 3  
8:30 P.M.      PREMIERE: "UNION STATION"      PARAMOUNT THEATRE, B'WAY & 43RD STREET  
Paramount Pictures presents a drama about the kidnapping of a blind girl and the subsequent hunt for her abductors. Stars: William Holden, Nancy Olson and Barry Fitzgerald. Producer: Jules Schermer. Director: Rudolph Mate. Costumes: Mary Kay Dodson. Premiere performance for the benefit of the Sister Kenny Organization. Paramount Publicity: Maria Van Slyke, BR. 9-8700.
- Tuesday  
Oct. 3      OPENING: "THE GIOCONDA SMILE"      LYCEUM THEATRE, 149 WEST 45TH STREET  
Shepard Traube will present Aldous Huxley's play about a wealthy British gentleman who is convicted of murdering his wife, a crime he did not commit. Stars: Basil Rathbone and Valerie Taylor. Director: Shepard Traube. Settings and Lighting: Feder. Publ.: James Proctor, VA. 6-5084.
- Monday  
Oct. 4      PREMIERE: "STATE SECRET" (Movie)      VICTORIA THEATRE, B'WAY & 46TH STREET  
Columbia's film about political intrigue, involving an English surgeon with the police in a Central European state. Stars: Douglas Fairbanks, Jr., Glynis Johns and Jack Hawkins. Producers: Frank Launder and Sidney Gilliat. Costumes: Beatrice Dawson and Ivy Baker. Publicity: Hortense Schorr, CI. 5-5000.
- Thursday  
Oct. 5      OPENING: "PARDON OUR FRENCH"      BROADWAY THEATRE, B'WAY & 53RD STREET  
Olsen and Johnson in a musical revue with Denise Darcel and 75 Continental and American artists. Music: Victor Young. Lyrics: Edward Heyman. Sketches: Olsen and Johnson with additional dialogue by Eddie Davis. Choreography: Ernst and Maria Matray. Settings: Albert Johnson. Costumes: Jack's of Hollywood and Ernest Schrap. Publ.: Sam Friedman, PL. 7-4380.
- Friday  
Oct. 6  
7:30 P.M.      TELEVISION: "MANHATTAN SPOTLIGHT"      WABD, CHANNEL 5  
Verne Trantum, hostess on "Manhattan Spotlight" will present Michele Murphy of the Brooklyn Museum who will show "The History of Belts", a collection of primitive, ancient and medieval belts from the museum, highlighted by fashions created by leading designers. Publicity: Claire A. Wolff, LO. 4-7230. Dumont Publicity: Gerald Lyons, MU. 8-2600.
- Tuesday  
Oct. 10      PREMIERE: "TRIO" (Movie)      SUTTON THEATRE, 57TH ST. & 3RD AVENUE  
Paramount Pictures will distribute the J. Arthur Rank Production, "Trio", a picture based on three short stories by Somerset Maugham. The first story, "Sanitorium", centers about a love affair in a tubercular sanitorium, and co-stars Jean Simmons, Michael Rennie and Roland Culver. Director: Harold French. "The Verger" stars James Hayter and Kathleen Harrison. "Mr. Knowall" stars Anne Crawford, Nigel Patrick and Naunton Wayne. Both of these pictures were directed by Ken Annakin. "Trio" Producer: Sydney Box and Antony Darnborough. Publicity: Jerry Dale for J. Arthur Rank, PL. 9-1500; or Maria Van Slyke for Paramount Pictures, BR. 9-8700.
- Tuesday  
Oct. 12      OPENING: "CALL ME MADAM"      IMPERIAL THEATRE, 249 WEST 45TH STREET  
Ethel Merman will star in a new musical comedy by Howard Lindsay and Russel Crouse, about a famous Washington hostess who becomes ambassador. Presented by Leland Hayward. Director: George Abbott. Music and Lyrics: Irving Berlin. Choreography: Jerome Robbins. Musical Director: Jay Blackton. Settings and Costumes: Raoul Pene DuBois. Dresses for Ethel Merman: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.